



Express Mail Label  
No. EV669675114US

UV-174

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.  
Application No. : 09/731,115 Confirmation. No.: 9203  
Filed : December 6, 2000  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES  
Art Unit : 2623  
Examiner : Son P. Huynh

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In response to the Office action mailed on September 1, 2006 (hereinafter "Office Action"), applicants request reconsideration in view of the following amendments and remarks.

Amendments of the Claims are reflected in the listing of claims which begins on page 2 of this Reply.

Remarks begin on page 16 of this Reply.